

Summary and Conclusion

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Clothing has been used since earlier times by the people for protection against climatic conditions. Khadi cloth is made from natural fibers like cotton, wool, silk or combining them. Thus, it is an eco-friendly cloth and heritage cloth. Khadi cloth is very comfortable to wear. Today, khadi fabrics are not just restricted to cotton, and have many aspects. As today's youngsters demand more of khadi clothing because of its solitary looks and increasing demand. New opportunities of khadi silk were created when Indian economy was opened to world market. Depending on the style and pattern, these apparels are seen in store racks in a price range of Rs.1, 000-20,000. There is a good demand for khadi silk products both in the domestic and international markets.

The saree is a quite essential indian female garment. Nothing identifies a woman as being Indian as strongly as the saree. Although the saree is an untailed cloth, the fabric is highly structured and its design vocabulary is sophisticated. Knowledge of the basic properties of fabrics, yarns and structures help designers and end-users understand what makes a fabric look the way it does or perform in a specific way. Surface embellishment is an art of decorating a ground fabric with print, paint, embroidery stitches, applique, mirror, bead and sequance to enrich it and add to its beauty. Decoration on fabrics embraces wealth of different historical and contemporary techniques.

Today many manufactures have experienced the increasing pressure of reduced lead times, shorter runs and strict demands for better quality products from customers. Reflecting the effect, current trend in the world textile industry is towards greater flexibility, higher productivity, better quality and quick change system for shorter run. The designers have difficulty in keeping pace with the fast changing trends to the market. Therefore Computer Aided Designing was used an advanced technology.

Therefore an attempt was made to carry out “**Design Development Using Computer Aided Software's for Surface Embellishment on Khadi Silk Saree**” with the following objectives.

- Assess the demand factors for khadi silk sarees
- Study the existing design feature on khadi silk sarees
- Develop and select thematic design for surface embellishing khadi silk sarees
- Surface enrich khadi silk saree with selected design.

Experimental procedure:

Conduct of survey was carried out by the investigator using questionnaires framed to collect information from khadi marketing personnel, users of khadi and textile experts.

To elicit information regarding type of customers, preference of the customer while selecting khadi silk saree, sale of surface embellished khadi silk saree, spending pattern of customers, designs preferred by the customer and their preference for colour and surface embellishment on khadi saree besides suggestions to improve designs, 25 khadi marketing personnel were approached.

The information regarding the preference for khadi saree, usage of khadi silk saree, preference for design, colour combinations and surface embellishment and purchasing pattern were collected from the 50 users of khadi using a questionnaire.

Fifty textile experts were selected to elicit information such as recognition for khadi silk, opinion about designs used on khadi silk sarees, suggestions to improve design in khadi saree, suitable surface embellishment work for sarees and colour combinations for surface embellishment work.

Based on the survey results the investigator has selected four different art forms originated from India, Indonesia and Egypt. The selected respondents were asked to suggest any one art form .Out of the four ancient art forms, Bali art forms seemed to secure maximum responses. Based on the selection of respondents, an ancient art form of Bali was selected to sketch designs.

Based on the ancient art form selected for surface embellishment on khadi silk saree, ten sketching were done to give choices between the designs. Each and every detail of the selected art form was studied carefully and Inspiration taken from the Bali art form has been depicted in each of design developed for surface embellishment. Ten sketches thus made manually had been presented before the respondents and they were asked to rank the designs using a rating scale. Designs were given nomenclature as S1 - S10.

The investigator used ADOBE PHOTOSHOP software for scanning and saving the selected design. Edging was done and the colour was filled with the help of colour filling tool. Then the images were designed accordingly to suit the saree design. The images thus created were simulated and saved. Ten designed were created and evaluated using a rating scale.

Based on the results of the evaluation, designs were scored and ranked. Out of ten designs created, top ranking design S5 was selected to surface embellish khadi silk saree after evaluating them by the selected textile experts.

Finding of the study

- **Opinion of khadi marketing personnel**

Opinion of the khadi marketing personnel expressed that working women of various income groups are largest customer for khadi silk sarees and stated that customers select sarees based on colour combinations and they prefer double colour combinations. This is followed by the design features and cost. Surface embellished sarees are sold more than the plain woven sarees. Customers prefer stylized ethnic design in double colour combinations in addition to surface

embellishment. Khadi marketing personnel also suggested that newer designs with newer work would catch up since the customers are tired of choosing sarees embellished with embroidery.

- **Preference and Opinion of khadi users**

Seventy two per cent of the users of khadi opted khadi silk saree for its durability. Sixty six per cent of the users of khadi preferred because the sarees are comfortable to wear and sixty eight percent bought khadi because of grand look. Ninety per cent of the users of khadi opted khadi silk saree for its design and surface embellishment. Seventy per cent of the users of khadi selected because of cost the sarees. Ninety six per cent of the users of khadi selected sarees based on colour. Forty two percent of the khadi users wear khadi monthly against 28 percent who wear khadi weekly and 20 percent occasionally that is during festiveals, marriages and other sacred functions. Forty four per cent of the users opted ethnic design patterns and 34 per cent preferred to have geometric design.

Sixty per cent of users of khadi preferred double colour combinations. Sixty per cent users of khadi opted for bead work and 20 per cent opted fabric painting work. Forty per cent of khadi users bought sarees in the range between Rs.5500-6500. Fifty per cent opted for heavy pallu, 30 percent preferred to have putta in body.

- **Preference and opinion of Textile Experts about designs used on Khadi Silk Sarees**

Khadi silk sarees have got has got good recognition among consumer as the customers feel comfort and good while wearing the saree as expressed by ninety percent of the experts. Fifty percent of the experts opine that the uniqueness of khadi has excellent recognition among the wearers. Moreover, khadi is hand spun and hand woven, and is durable also. Cent percent of the

experts declare that Khadi is the most preferred fabric because of the feeling of patriotism, tradition and pride while wearing the fabric.

As far as the Khadi silk sarees are concerned, they are available in number of colours and designs say seventy two percent of the experts. Cent percent expressed that the sarees are enriched with embroidery, print, and border attachment. Traditional designs are seen in almost all sarees as expressed by eighty seven percent of the experts. When compared with trendy sarees available in the market, designs used on khadi sarees are not used in a stylised manner tell ninety five percent of the experts. Colour combinations used for embroidery and other decorative works also need to be enhanced stress the experts. Cent percent of the experts stressed that use of newer design concepts and trendy works would definitely grab the attention of the younger generation and celebrities.

Almost all the judges opine that the customers of all age group like to have value addition on sarees. Though the khadi silk sarees are surface decorated with embroidery and other works, the designs used are monotonous, design repeats and placement of design require various modification. Embroidery designs has been used in the khadi silk sarees repeatedly, therefore the textile experts expressed that the use of bead work and painting could give newer dimensions to khadi silk sarees. Seventy five percent of the judges opted double colour combination sarees for surface embellishment.

- **Evaluation of the design created for surface embellishment**

Out of 10 designs developed S5 was selected as final design for surface embellishment. Majority of 97 per cent of textile experts rated S5 as excellent in rating. The design thus selected is included with a bali art form of lady including ornaments. The art form is finished with hand painting and ornaments with golden beads. The entire pattern included in the saree is designed with ornamental bead. Surface embellishment is initially started with transfer of design on the saree and marking of dots. Hand painting method is

used to finish the art form and the ornaments are completed with a golden colour bead. The investigator has used 23,000 beads to complete the pattern and the time taken to finish the work is 60 hours.

- **Cost estimation** was done to calculate the cost of surface embellishment work and the complete work ranged Rs.10, 000/-. Cost of the work could be less if the materials are bought in bulk for more number of sarees.

Conclusion

From the study, it could be concluded that implementation of CAD technology through adoption of modern designs and colour combinations and also through its ease, efficiency and economy of reproduction has been revolutionizing the designing in particular. To unleash the creativity of the designers, there is virtually “No limit” solution for the textile designing. It is hoped that the design library with 10 designs could be used as such and further modified for creating variety whenever needed. This package could be used by the khadi shops for print, paint, embroidery, bead work and other surface enrichment works.

Recommendations

- Designs could be developed from ancient art forms suited to khadi silk sarees
- Developing design library for bead work based on ornamental design would be Worth attempting

Limitations

- Cost of the work and silk material is a constraint to try out more designs.